

**Search Notes**

Application/Control No.

10/690,328

Examiner

Peter Coughlan

Applicant(s)/Patent under  
Reexamination

ELBAZ ET AL.

Art Unit

2129

**SEARCHED**

Class	Subclass	Date	Examiner
706	1	5/22/2006	PDC
706	15	5/22/2006	PDC
706	45	5/22/2006	PDC
700	1	5/22/2006	PDC
700	90	5/22/2006	PDC
395	200.53	5/22/2006	PDC
705	10	5/22/2006	PDC

**INTERFERENCE SEARCHED**

Class	Subclass	Date	Examiner

**SEARCH NOTES  
(INCLUDING SEARCH STRATEGY)**

	DATE	EXMR
East--keyword, category, web page, searching, browsing, related, access, advertiser, sponser, previously, concept, theme,	5/22/2006	PDC
East--II--patterns, probability, status, percentage, anticipates, chance, contingences, expects, likely, cost w/ click,	5/22/2006	PDC
East--III--adjustable, establish, previous, bid w/ keyword,	5/22/2006	PDC
IEEE--keyword, bid on, adjustable, establish, previous, cost w/click, contingences, anticipates, percentage, patterns, themes	5/22/2006	PDC
IEEE--concepts, spnser, advistister, related, browsing, searching, web, caegory	5/22/2006	PDC
Inventors Gilad Israel Elbaz Adam J Weissman	5/22/2006	PDC
395.200 with probability, predicted page, highest preference indication, prediction tables,	5/22/2006	PDC
705.10 with patterns, inferences, link, object, parameters, meaningful,	5/22/2006	PDC